

County of San Diego, Health and Human Service Agency

2011 COMMUNITY TRANSFORMATION GRANT - SUMMARY SHEET

Background: In October, 2011, the County of San Diego, Health and Human Services Agency (HHSA), through the leadership of Public Health Services, was one of 35 communities nationwide—and one of 10 communities in California—to receive a Community Transformation Grant implementation award from the Centers for Disease Control and Prevention. CTG funds are authorized under the Patient Protection and Affordable Care Act of 2010 to help communities implement projects proven to reduce chronic diseases—such as heart disease, stroke, and diabetes—by promoting healthy lifestyles and communities, especially among population groups experiencing the greatest burden of chronic disease.

Community Transformation Grant

The Goal of the Community Transformation Grant (CTG) is to improve population health, reduce health disparities, and lower health care cost by A) building local capacity to implement broad evidence and practice-based policy, environmental, programmatic and infrastructure changes in counties, states, tribes and territories; and B) supporting implementation of interventions in five strategic areas aligning with Healthy People 2020 focus areas, and achieving demonstrated progress in the following five performance measures:

- 1) Changes in weight;
- 2) Changes in proper nutrition;
- 3) Changes in physical activity;
- 4) Changes in tobacco use prevalence; and
- 5) Changes in emotional well being and overall mental health, as well as other program-specific measures.

The County of San Diego, HHSA will implement the CTG award, aligned with the 3-4-50 principle, to produce improvements in risk behaviors (i.e., tobacco use, poor diet, physical inactivity) and risk factors (i.e., high blood pressure, high cholesterol, high glucose, increased weight) that contribute to chronic diseases. CTG interventions are funded \$3,053,793/year for five years (FY 2011-2016). will be implemented through competitive procurements (i.e. RFP's), intergovernmental Sole Source contracts, or directly by County staff. Notification of funding opportunities through the San Diego CTG will be available on the County's BuyNet Website (<http://buynet.sdcounty.ca.gov>).

San Diego's Community Transformation Plan

CTG Strategic Direction & Goal

Tobacco-Free Living *



- Prevent & Reduce Tobacco Use

Active Living & Healthy Eating *



- Prevent / Reduce Obesity
- Increase Physical Activity and Improve Nutrition

Increase Use of Clinical and Community Preventive Services *



- Increase Control of High BP & High Cholesterol *
- Increase Access & Demand for High Impact Preventive Services

Social & Emotional Wellness



- Increase Child and Adolescent Health and Wellness

Healthy & Safe Physical Environment



- Increase Bicycling & Walking for Transportation & Pleasure
- Improve Community Environment to Support Health

Community Communications



- Increase Public Awareness

(*Indicates a CDC required activity)

CTG is a program of Live Well, San Diego!

INTERVENTIONS AND ACTIVITIES

FOR EACH CTG STRATEGIC DIRECTION (SD) OVER A FIVE-YEAR SCOPE (FY 2011-2016)

SD1: Tobacco Free Living* Interventions	Community Transformation Activities	Implementation
1.a. Smoke-Free Worksite Policies	<ul style="list-style-type: none"> Implement smoke-free worksite policies. 	Internal
1.b. Procurement Policies	<ul style="list-style-type: none"> Incorporate tobacco control requirements into new County procurements. 	Internal
1.c. Adopt Smoke-Free Policies for Multi-Unit Housing *	<ul style="list-style-type: none"> Implement voluntary smoke-free multi-unit policies, working with local Housing Authorities. 	RFP: \$200,000 Annually

SD2: Active Living & Healthy Eating* Interventions	Community Transformation Activities	Implementation
2.a. Farm-to-Institution 2.b. Urban/Rural Agriculture Planning Policies	<ul style="list-style-type: none"> Improve nutritional quality of school food including reduction in sodium and increase access to fruits and vegetables. Implement farm-to-institution programs. Increase access to healthy food through zoning, policy, and/or ordinance changes. 	RFP: \$300,000 Annually
2.c. Improving the Nutritional Quality of School Meals	<ul style="list-style-type: none"> Improve nutritional quality of school food including reduction in sodium and increase access to fruits and vegetables. 	Gov't to Gov't: SD Unified \$150,000 annually
2.d. Moderate to Vigorous Physical Activity 2.e. Physical Activity at School	<ul style="list-style-type: none"> Increase moderate to vigorous physical activity during physical education classes. Improve opportunities for youth to engage in physical activity during the school day. 	RFP: \$150,000 Annually
2.f. Regional Safe Routes to School (SRTS) Strategic Plan Implementation	<ul style="list-style-type: none"> Implement the Regional Safe Routes to School strategic plan. 	Gov't to Gov't: SANDAG \$100,000 annually
2.g. Public Health & Wellness Policies for Regional Land Use & Transportation Planning 2.h. Regional Monitoring & Evaluation for Physical Activity & Public Health	<ul style="list-style-type: none"> Develop public health and wellness policy framework and performance metrics for the next Regional Transportation Plan and Sustainable Communities Strategy. Develop a regional monitoring and evaluation program for active transportation and health outcome data. 	Gov't to Gov't: SANDAG \$200,000 annually
2.i. Worksite Breastfeeding / Lactation Policy	<ul style="list-style-type: none"> Establish worksite breastfeeding policies at businesses, hospitals and schools. 	Internal

SD3: Increase Use of Clinical & Community Preventive Services* Interventions	Community Transformation Activities	Implementation
3.a. Increase Appropriate Clinical Care of Blood Pressure & Cholesterol Levels *	<ul style="list-style-type: none"> Implement best practices for patient management, provide training and educational materials, and work with efforts to implement Million Hearts Initiative. 	RFP: \$200,000 Annually
3.b. Worksite Wellness	<ul style="list-style-type: none"> Work with employers to implement summary plan description language in the <i>Purchaser's Guide to Clinical Preventive Services</i> into their health plan packages. Increase number of employers that provide health plan benefits for Clinical Preventive Services. Enhance Worksite Wellness policies. 	RFP: \$80,000 Annually

SD4: Social & Emotional Wellness Interventions	Community Transformation Activities	Implementation
4.a. Home Visitation	<ul style="list-style-type: none"> Implement evidence-based practices and tools that support effective parenting practices. 	Internal

SD5: Healthy & Safe Physical Environment Interventions	Community Transformation Activities	Implementation
5.a. Complete Streets Policy & Implementation	<ul style="list-style-type: none"> Provide technical assistance to jurisdictions to institutionalize the implementation of the California Complete Streets Act of 2008 in local circulation elements and transportation plans. 	Gov't to Gov't: SANDAG \$100,000 annually
5.b. Health Benefits & Impacts Analysis (HIA) Program	<ul style="list-style-type: none"> Provide technical assistance to jurisdictions to institutionalize a process for assessing health impacts of proposed transportation plans and projects. 	Gov't to Gov't: SANDAG \$100,000 annually

CTG Communications Interventions	Community Transformation Activities	Implementation
Strategic Communications	<ul style="list-style-type: none"> Create a comprehensive plan to ensure that all Strategic Directions are included in communication efforts to the public. Implement plan through multiple communication channels. 	Internal

(*Indicates a required activity)

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